

DIRECTOR OF CREATIVE SERVICES

MASSACHUSETTS COLLEGE OF PHARMACY AND HEALTH SCIENCES (MCPHS)
BOSTON, MA (JUNE 2011-PRESENT)

- Lead the creative direction of the marketing projects for the MCPHS Admission, Alumni and Development departments to meet aggressive enrollment and development goals
- Serve as the primary design liaison with the University's advertising agency partner; lead art direction with the agency for the development of all media
- Oversee and coordinate creative development projects that involve graphic design, web design, photography and videography both on and off-campus
- Hire and manage freelancers of any type needed such as photographers, designers, editors, etc.
- Establish and develop criteria for prioritizing projects
- Ensure that campus clients are serviced professionally and that all materials are developed and delivered in a timely, cost-efficient manner and are of the highest quality
- Manage visual brand across social platforms (Facebook, Twitter, YouTube, Instagram, Tumblr)
- Lead development of digital asset management system
- Manage \$500,000 departmental budget
- Negotiate contracts for outsourced services, vendors and consultants
- Maintain a high level of technical expertise and stay abreast of developing trends in creative media and graphic design, particularly as it relates to higher education
- Review, mentor and develop the Creative Services team

DESIGN DIRECTOR

SCHOLASTIC INC., NY, NY (2007-2010)

- Managed the creative direction of educational magazines, websites, books and custom publishing projects for the K-12 market
- Launched Scholastic News Interactive (sni.scholastic.com), a digital companion to the print products
- Art directed video and still photography shoots
- Designed magazine websites, including prototypes, wireframes and style guides
- Designed email templates for magazine newsletters
- Tracked and managed internal and external project schedules and budgets
- Researched and purchased new technology and supervised staff training
- Presented weekly status updates to cross-departmental teams
- Collaborated with editors to define editorial vision
- Researched and contracted outside vendors and supervised project management
- Cofounded the Scholastic Design Forum (guests included Steven Heller, Milton Glaser, Maurice Sendak, Chip Kidd and Richard Wilde)

GROUP ART DIRECTOR, ART DIRECTOR, ASSOCIATE ART DIRECTOR

SCHOLASTIC INC., NY, NY (1999-2007)

OWNER DOUBLETRUCK DESIGN, BOSTON, MA (2006-PRESENT)

- Creative project management and design. Clients include; Scholastic, Ascend Learning, Snap-On Tools, and the Nantucket Film Festival

SKILLS

InDesign
Photoshop
Illustrator
Acrobat
After Effects
Fireworks
Lightroom
HTML/CSS
MS Office
Basecamp
Jira
Sitecore
OmniGraffle
Mockflow

EDUCATION

School of Visual Arts
—Graduate classes in new media and design

State University at Oneonta
—Bachelor of Arts,

Scholastic Management
Training Program

Member of the Society of
Publication Designers

Member of the Adobe
InDesign Users Group

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